## ABSTRACT OF THE DISCLOSURE

The dynamic conversion of a data structure from an origin data format into a destination data format is described. Instead of using a single data conversion module to accomplish this data conversion, a gateway computer system identifies a sequence of format conversion modules that, when executed in sequence, converts the data structure from the origin to the destination data format. The conversion occurs dynamically during run time and reduces the amount of needed data conversion modules significantly, particularly when there is a large amount of possible origin data formats and destination data formats. This conversion is particularly useful when communicating over wireless networks since there is little standardization in wireless devices resulting in wireless devices having many different proprietary data formats.

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